



Bringing Eastern Dollars to Western Farms

To Livestock Producers:

WHEN you ship your livestock into Omaha you know you will find there awaiting you; first an always-open market; second, spot-cash payment the same day the cattle or hogs are unloaded.

The reason this is so is that Armour and Company, among other similar concerns, has developed a marketing system that takes the products of your farm, prepares them in modern plants, then delivers them a thousand or more miles away, and brings the money back to help enrich this section.

For example, the yearly business of the Armour Omaha plant is \$88,000,000.00 ---and of this \$72,000,000.00 is paid to livestock producers in this territory. Another \$4,050,000.00 goes in wages to the 3,100 Armour Omaha employes, \$6,700,000.00 is paid for supplies, much of which is bought locally, still other large sums are paid in state and municipal taxes.

You Don't Have to Depend on Local Consumption

The big thing to consider is that of the \$88,000,000.00 business emanating from our Omaha plant, only \$3,520,000.00 or less than 4% of the total sales, are made in Omaha and tributary towns. The foods representing the other 96% are distributed and sold not only in the East, but all over the country. Furthermore, this marketing organization is of national benefit. Maine or New York, Tennessee or Indiana could never starve today, because in a few hours Armour and Company could rush the plentiful products of Western farms to them.

Thus, Armour and Company provide the farmers and stock-growers of this territory with an outlet for their produce forty times greater than local consuming power absorbs.

Only Possible By National Operation

When you stop to think over these facts, Armour's investment here, in plants, equipment, buildings and machinery takes on a double importance. Yet this investment, strictly local in the sense of serving this community, is only of advantage to Western stock-growers as it can operate nationally.

National distribution unhampered by well-meaning but ignorant legislation, is the only way that the producer in the West can sell his stock for cash and near at home instead of having to wait for his money.

Picture in your mind, if Armour's marketing facilities were lacking, the quandary of the stockmen forced first to ship his herd hundreds or thousands of miles, and then drive the cattle around from one butcher shop to another, offering them for sale.

Better Local Trading Resources

But having a central market in Omaha means more than just an outlet for your live stock. It provides trading headquarters for you and your family. And because huge sums are distributed here, local clothing men, furniture dealers, hardware men, jewelers, grocers, all can carry better stocks and have better stores for you to trade with.

By bringing eastern dollars to western farms, Armour and Company increases local prosperity, makes Omaha a better place to buy your supplies, and substantially increases the value of your farm lands.

ARMOUR AND COMPANY

O. C. WILLIS,
Gen. Mgr.



OMAHA,
NEB.

This is the Mark Under which Our Best Products Reach the Consumer

